



BASKIN-ROBBINS SHARES ITS PASSION FOR ICE CREAM THIS VALENTINE'S™ DAY WITH CLASSIC LOVE POTION #31® FLAVOR OF THE MONTH AND CONVERSATION HEART CAKES

Guests can also enjoy a free freshly-baked red waffle cone with the purchase of any double scoop of ice cream

CANTON, Mass. (February 2, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is offering guests a lineup of sweet frozen treats to celebrate Valentine's Day this year, including its February Flavor of the Month, Love Potion #31®. This beloved Baskin-Robbins classic, which is celebrating its 20th birthday this year, features white chocolate-flavored and raspberry ice creams, a raspberry ribbon, chocolate chips and raspberry-filled chocolate-flavored hearts. Love Potion #31® can be enjoyed in a cup, cone, milkshake or two-scoop sundae. To make the perfect match, guests can enjoy a free red waffle cone with the purchase of any double scoop of ice cream at participating Baskin-Robbins shops nationwide.

Also this month, Baskin-Robbins' Conversation Heart Cakes are back by popular demand as the best way to share something sweet with that special someone. Baskin-Robbins' Conversation Heart Cakes are adorned with sprinkles and feature one of three Valentine's Day messages: "Love You," "Kiss Me" or "Be Mine." The cakes can be customized with any ice cream and cake flavor combination and guests can also include a special personalized message for their special someone.

These colorful Valentine's Day ice cream cakes are offered in two sizes; the small Conversation Heart Cake is perfect for two sweethearts and is adorned with rainbow sprinkles, and the Large Conversation Heart Cake is a sweet gift to share that serves 10-12 people and is decorated with heart-shaped pink, red and white sprinkles. The cakes are available at participating Baskin-Robbins shops nationwide for pre-order in-store or online through the brand's [online cake ordering website](#).

"Valentine's Day is the most romantic day of the year and we're excited to offer ice cream lovers nationwide our classic Love Potion #31 flavor and a sweet lineup of frozen treats they can enjoy with their loved ones all month long," said Jeff Miller, Executive Chef & Product Innovation for Dunkin' Brands. "Our Conversation Heart Cakes are the perfect way for our guests to express their love to that special someone with a personalized message and their favorite ice cream and cake combination."

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins), Twitter (www.twitter.com/BaskinRobbins) or Pinterest (www.pinterest.com/baskinrobbs31).

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 36th annual Franchise 500(r) ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,500 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,200 ice cream flavors and a wide variety of delicious treats. In 2013, more than 13 million ice cream cakes were sold in Baskin-Robbins shops worldwide. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.